11/05/12

Flight Dates 10/30/12-11/06/12

Order Sep

00:15:00

C30N06

Contract / Revision 586911 **Product**

Estimate #

Original Date / Revision

MOPET

Alt Order #

09853278 Cash

Agency Com 15% Billing Type

11/05/12

Billing Contact

GENERAL Order Type

Advertiser Missouri PMCSA

Billing Cycle

EOM/EOC Billing Calendar BROADCAST

814 King Street

Suite 400

<u>Demographic</u> A35+

Rev Codes SP-POL ISS

POL

Page 1 of 5

Agency Smart Media Group LLC **Buying Contact**

Sales Office DC-M Sales Region NAT

Alexandria, VA 22314

Product Codes PL2C **Priority**

2

814 King Street

Agency Ref

Advertiser Ref

Suite 400 Alexandria, VA 22314

Primary Account Executive

Dan Driscoll

Week: 10/29/12

11/04/12

---T---

Account Executive Order% Start Date **End Date** Dan Driscoll 100%

Order Share 25% Market Value 152800

% of Order	Amount
%	0
25%	38200
%	0
25%	38200
%	0
%	0
25%	38200
%	0
	% 25% % 25% % % 25%

Order Totals Billing Plan Net Amount Gross Amount Month # of Spots Rating Start Date End Date # Spots **Net Amount Gross Amount** November 2012 \$32,470.00 0.00 10/29/12 43 \$38,200.00 11/06/12 **\$32,**470.00 \$38,200.00 43 \$32,470.00 \$38,200.00 0.00 Totals

												Tota	ls
Ln Cl	h Si	tart	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	4 10	/30/12	10/30/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T	:30	1	\$500.001	0.00 NM	1	\$500. 00
NE	WS AT	9A		1017 0 700									
Week	Start D:		End Date 11/04/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
2	4 10	/31/12	10/31/12	M-F 9-10a M-F 9-10a	CM-AII	9-10a	W	:30	1	\$500.001	0.00 NM	1	\$500.00
NE	WS AT	9A											······
	Start Da	ate	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ĺ		
Week	c: 10/29/1	2	11/04/12	W	1	\$500.00	0.00						
3	4 11/	01/12	11/01/12	M-F 9-10a	CM-All	9-10a	T	:30	1	\$500.001	0.00 NM	1	\$500. 00
				M-F 9-10a									
NE'	WS AT	3A											
	Start Da	ate_	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
											Ę		

0.00

\$500.00



Flight Dates 10/30/12-11/06/12

Hiatus Dates

Order Sep 00:15:00

Advertiser Missouri PMCSA

<u>Original Date / Revision</u> 11/05/12/ 11/05/12

Product MOPET

4 4	11/02/	12 11/02/12	M-F 9-10a	CM-All	9-10a	F	:30	1	\$500.001	Rtg Type S	A NEW YORK	Amount
			M-F 9-10a	J , (I,	0 100		.50	Ī	\$300.00 f	IVIVI DU.U	1	\$500.0
	SAT 9A	Fad Data	187 t .l .							***************************************		
<u>೨</u> Week: 1	tart Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
5 4			M-F 9-10a	CM-All		-T	:30	1	\$500.00 1	0.00 8184	4	# 500.0
			M-F 9-10a	Ç 7 ₁₃ ,	0.100	.,	.50	1	\$300.00 T	MM 00.0	1	\$500.0
	SAT 9A											
<u>S</u> Week: 1	tart Date	End Date 11/11/12	<u>Weekdays</u> -T	Spots/Week	Rate	Rating				: :		
6 4	***************************************		M-F 12p-1p	1 CM-All	\$500.00	0.00 -T	.20		#F00 00 1			
	10,00,	.2 10,00,12	M-F 12-1p	CIVIFAII	12-1p	~	:30	1	\$500.001	MM 00.0	1	\$500. 0
NOON	NEWS		•									
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				•		
Week: 10 7 4	***	11/04/12	-T	1	\$500.00	0.00						
7 4	10/31/1	12 10/31/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	W	:30	1	\$500.001	MM 00.0	1	\$500.00
NOON	NEWS		1									
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		11/04/12	W	1	\$500.00	0.00		****				
8 4	31/01/3	2 11/01/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	T	:30	1	\$500.001	MM 00.0	1	\$500.00
NOON	NEWS		W-F 12-1p									
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		11/04/12	T	1	\$500.00	0.00						
9 4	11/02/1	2 11/02/12	M-F 12p-1p	CM-All	12-1p	F	:30	1	\$500.001	0.00 NM	1	\$500. 0 0
NOON	NEWS		M-F 12-1p									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				:		
Week: 10		11/04/12	F	1	\$500.00	0.00						
10 4	11/05/1	2 11/05/12	M-F 12p-1p	CM-All	12-1p	M	:30	1	\$500.001	0.00 NM	1	\$500.00
NOON	NEWS		M-F 12-1p									
	art Date	End Date	Weekdays	Spots/Week	Rate	Patina						
 Week: 11		11/11/12	M	<u>oposa, v v eek</u> 1	\$500.00	Rating 0.00				1		
11 4	10/30/1	2 10/30/12	M-F 4-5p	CM-All	4-5p	-T	:30	1	\$375.002	0.00 NM	1	\$375.00
u incr	E JUDY		M-F 4-5p						•		·	Ψσ. σ.σ.
	art Date	End Date	Weekdays	SpotoAMook	Doto	Detina						
		11/04/12	-T	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
2 4	· · · · · · · · · · · · · · · · · · ·	2 11/01/12	M-F 4-5p	CM-AII	***************************************	T	:30	1	\$375.002	0.00 NM	1	\$375. 00
			M-F 4-5p			•	.00	•	Ψ070.002	0,00 141%	\$	\$575. 0 0
	JUDY	End Date										
<u>عد</u> Week: 10	art Date 1/29/12	End Date 11/04/12	<u>Weekdays</u> T	Spots/Week	Rate	Rating				*		
		2 10/30/12		1 CM-All	\$375.00 7-9a	0.00 -T	-20	4	#00# 00 4	0.00.1114		000= 0=
			M-F 7-9a	OW-All	⊖α	- ; 	:30	1	\$825.00 1	MM 00.0	1	\$825.00
NEWS												
		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating			***************************************			
Week: 10 4 4		11/04/12	-T	1	+	0.00						<u> </u>
4 4	10/31/12	2 10/31/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	W	:30	1	\$825.001	0.00 NM	1	\$825. 00
			141-1 1-3 0									



<u>Original Date / Revision</u> 11/05/12/ 11/05/12

Flight Dates 10/30/12-11/06/12

Hiatus Dates Order Sep

00:15:00

Advertiser Missouri PMCSA

Product MOPET

Ln Ch	Start	End	Inventory Cod	le Break	Start/End T	īme Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	als Amount
14 4	10/31/1	2 10/31/12		CM-AI	7-9a	W	:30	1	\$825.001	0.00 NM		\$825.0
NEWS			M-F 7-9a									
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	W	1		0.00						
15 4	11/01/1	2 11/01/12	M-F 7-9a	CM-AI	7-9a	T	:30	1	\$825.00 1	MM 00.0	1	\$825.0
NEWS			M-F 7-9a									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	T	<u>opots/veek</u> 1		0.00						
16 4	11/02/1	2 11/02/12	M-F 7-9a	CM-All		F	:30	1	\$825.001	0.00 NM	1	\$8 25.00
NITTAGO			M-F 7-9a									V U_0.00
NEWS	art Date	End Data	Moskdarm	Constantinui.	5	5.2						
Week: 10		End Date 11/04/12	<u>Weekdays</u>	Spots/Week 1		Rating 0.00				-		
17 4		2 11/05/12		CM-All		M	:30	1	\$825.00 1	0.00 NO	•	6 000 0
			M-F 7-9a	· · · · · · · · · · · · · · · · · · ·			,50		\$025.00 i	0.00 111	:	\$8 25.00
NEWS										à		
Sta Week: 11/	art Date	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week		Rating						
18 4	***************************************	2 11/06/12		1 CM-All	\$825.00	0.00 -T~	.20	4	B005 00 4			****
	1 17007 1	2 11100/12	M-F 7-9a	CIVI-AII	1-9a	-1	:30	1	\$825.00 1	MM 0 0.0	1	\$825.00
NEWS												
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating				:		
Week: 11/ 20 4		11/11/12 2 11/04/12	-T	1	\$825.00	0.00						
20 4	11/04/1	2 11/04/12	530-6p		530-6p (5:30 PM-6:0	S IO PM)	:30	1	\$375.001	MN 00.0	1	\$3 75.00
NEWS					(4.44) // 0/0	o ,,						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/ 21 4		11/04/12	S	1	\$375.00	0.00						
21 4	10/30/1	2 10/30/12	M-F 9-10p 9-930p		9-930p (9:00 PM-9:3	-T	:30	1	\$1,800.001	MM 00.0	1	\$1,800.00
FOX NE	EWS AT 9)	5-000p		(3.00 F 141-3.3	O FIVI)						
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		11/04/12	-T	***************************************	\$1,800.00	0.00						
22 4	10/31/1	2 10/31/12	M-F 9-10p		9-930p	W	:30	1 :	\$1,800.00 1	0.00 N₩	1	\$1,800.00
FOX NE	EWS AT 9	ŀ	9-930p		(9:00 PM-9:3	OPM)						
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	~	11/04/12	W	1	\$1,800.00	0.00						
23 4	11/01/1:	2 11/01/12	M-F 9-10p		9-930p	T	:30	1 :	\$1,800.001	0.00 NW	1	\$1,800.00
FOX NE	EWS AT 9	ı	9-930p		(9:00 PM-9:3	0 PM)						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	T		\$1,800.00	0.00						
24 4	11/02/12	11/02/12	M -F 9-10p	*****	9-930p	F	:30	1 5	\$1,800.001	0. 00 MW	1	\$1,800.00
EOV NE	ርነ <i>ለነ</i> ው ልም ሳ		9-930p		(9:00 PM-9:3	0 PM)				- grant		. ,
	:WS AT 9 rt Date	End Date	Maakdaya	Cnoto Allaci.	D-4-	Datina				· · · · · · · · · · · · · · · · · · ·		
<u>اعاد</u> /Week: 10		11/04/12	Weekdays	Spots/Week	Rate \$1,800.00	Rating 0.00				***************************************	v	
			···	****								
25 4	11/05/12	2 11/05/12	M-F 9-10p	CM-All	9-930p	M	:30	1 9	\$1,800.001	MM 00.0	1	\$1,800.00

Print Date: 11/05/12

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586911

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MOPET

Ln C	h	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spols	ds Amount
25	4	11/05/1		M-F 9-10p 9-930p		9-930p (9:00 PM-9:3	M 0 PM)	:30	1	\$1,800.001	0.00 NI	ezingi ngandigerr iara (30-12) danggad	\$1,80 0.0 0
FC		EWS AT 9		·		_							
Maa		art Date /05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,800.00	Rating 0.00						
26	4		2 11/01/12		CM-All		0.00	:30	2	\$150.002	0.00 Niki	2	\$300.00
20	7	1 1/0 1/1.	2 11/01/12	M-F 3-4p	OMFA	о-т р	•	.00	_	4 100.002	0.00	-	Ψοσο.σσ
Wee	_	art Date 1/29/12	End Date 11/04/12	Weekdays T	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00						
27	4	11/02/1	2 11/02/12	M-F 3-4p M-F 3-4p	CM-Ail	3-4p	F	:30	2	\$150.002	MM 00, 0	2	\$300.00
Wee		art <u>Date</u> /29/12	End Date 11/04/12	Weekdays F	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00						
28	4	11/05/1	2 11/05/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M	:30	1	\$150.002	0,00 NM	1	\$150.00
Wee		art <u>Date</u> /05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
29	4	11/01/1	2 11/01/12	M-F 3-4p	CM-All	3-4p	T	:30	1	\$375.002	MM 00.0	1	\$375.00
Wee		art Date 1/29/12	End Date 11/04/12	<u>Weekdays</u> T	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00		_				
30	4	11/02/1	2 11/02/12	M-F 3-4p M-F 3-4p	CM-Ail	3-4p	OHI HA SAN LOS FOR MAY SHA	:30	1	\$375.002	0.00 NM	1	\$375,00
Wee	_	art Date 1/29/12	End Date 11/04/12	Weekdays	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
31	4	11/05/1	2 11/05/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M	:30	1	\$375.00 2	MM 00. 0	1	\$375.00
Wee		art <u>Date</u> /05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	Rate \$375.00	Rating 0.00						
32	4	11/03/1	2 11/03/12	Sa 7-9a Sa 7-9a		Sa 7-9a	S-	:30	1	\$800.001	0 .00 M	1	\$800.00
Wee	,	art <u>Date</u> 1/29/12	End Date 11/04/12	Weekdays S-	Spots/Week 1	Rate \$800.00	Rating 0.00						
33	4	11/04/1	2 11/04/12	Su 7-9a		Su 7-9a	S	:30	1	\$800.00 1	0.00 NM	1	\$800.00
	_	art <u>Date</u> 0/29/12	End Date 11/04/12	<u>Weekdays</u> S	Spots/Week 1	Rate \$800.00	Rating 0.00						
34	4			Su 10p Sports BE Su 10p Sports SI	>			:30	1	\$1,000.001	.1/4 00. 0	1	\$1,000.00
		art Date 0/29/12	End Date 11/04/12	<u>Weekdays</u> S		<u>Rate</u> \$1,000.00	Rating 0.00						
35	4			Monday Prime B FOX Prime Mond		, ,	M	:30	1	\$1,800.002	₩ 00. 0	1	\$1,800.00
	k: 11	/05/12	End Date 11/11/12	Weekdays M		\$1,800.00	Rating 0.00						
36	4			X Factor Thursda FOX X Factor		(7:00 PM-8:0		:30	1	\$3,000.001	0.00 NW	1	\$3,000.00
	k: 10	art Date 0/29/12	End Date 11/04/12	Weekdays T		\$3,000.00	Rating 0.00	······································					
37	4	11/02/1	2 11/02/12	Friday Prime A FOX Prime Frida	CM-All y 7-8p	7p-8p	F	:30	1	\$1,000.002	0 .00 Mb	1	\$1,000.00

Print Date: 11/05/12 Page 5 of 5

586911

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 11/05/12/ 11/05/12

<u>Order Sep</u> 00:15:00

Advertiser Missouri PMCSA

Product MOPET

												Tota	ls
Ln	Ch S	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spols	Amount
37	4 11	/02/12	2 11/02/12	Friday Prime A FOX Prime Frida	CM-All y 7-8p	7p-8p		:30	1	\$1,000.002	0.00	1	\$1,000. 00
We	Start D ek: 10/29/		End Date 11/04/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
38	4 11	/02/12	2 11/02/12	Friday Prime B FOX Prime Friday	CM-All y 8-9p	8p-9p	~ ~ ~ £	:30	1	\$1,000.002	0 .00 AHA	1	\$1,000.00
We	<u>Start D</u> ek: 10/29/		End Date 11/04/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
39	4 11	/02/12	2 11/02/12	M-F 630-7p M-F 630-7p	CM-All	630-7p		:30	1	\$2,160.003	0 .00 BM	1	\$2,160.0 0
We	Start D ek: 10/29/		End Date 11/04/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$2,160.00	Rating 0.00						
40	4 11	/05/12	2 11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	М	:30	1	\$2,155.002	0 .00 %*	1	\$2,155.00
We	Start D ek: 11/05/	_	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$2,155.00	Rating 0.00						
41	4 11	/05/12	2 11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M	:30	1	\$2,160.002	0.00 (46)	1	\$2,160.0 0
We	<u>Start D</u> ek: 11/05/		End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$2,160.00	Rating 0.00						
E 42	4 11	/06/12	2 11/06/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-T	:30	1	\$375.00 1	0 .00 155	1	\$375.0 0
We	<u>Start D</u> ek: 11/05/		End Date 11/11/12	Weekdays -T	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00			·····	AND THE PARTY OF T		
CHICANA CHICAGA CHICAGA											Totals	43 \$3	38,200.00



ORDER

Print Date 10/31/12

00:15:00

C30N06

09853278

GENERAL

EOM/EOC

Cash

A35+

Billing Calendar BROADCAST

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Flight Dates 10/30/12-11/06/12

Product MOPET 586911 / Contract / Revision

Original Date / Revision

10/31/12 10/31/12 Agency Com 15%

Billing Contact

Advertiser Missouri PMCSA

814 King Street Suite 400

Alexandria, VA 22314

Agency **Smart Media Group LLC**

Buying Contact

Sales Office DC-M

814 King Street Suite 400 Alexandria, VA 22314 Sales Region NAT

Agency Ref

Rev Codes SP-POL ISS POL

Product Codes PL2C Priority 2 Advertiser Ref

Order Sep

Estimate #

Alt Order #

Billing Type

Order Type

Billing Cycle

Demographic

Primary Account Executive Dan Driscoll

Account Executive Order% Start Date End Date Dan Driscoll 100%

Order Share 25% Market Value 151300

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	37825
KCWE	%	0
KMBC	25%	37825
KMCI	%	0
KPXE	%	0
KSHB	25%	37825
KSMO	%	0

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Net Amount Gross Amount Rating Start Date End Date # Spots November 2012 42 \$32,151.25 \$37,825.00 0.00 10/29/12 11/06/12 \$32,151.25 \$37,825.00 42 42 Totals \$32,151.25 \$37,825.00 0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	lon	Spots	Pata Dri	Rtg Type	Tota	ls Amount
30000000000000000000000000000000000000	4	10/30/12		M-F 9-10a	CM-AII	***************************************	-T	:30	CHICAGO CONTRACTOR CON	\$500.001	0.00 NM	Opula	\$500.00
•	7	10/00/12	10/00/12	M-F 9-10a	OMPAN	J-10a		.50	,	\$500.00 1	0.00 14141	'	\$500.00
	NEW	SAT 9A		W-1 0-10a									
	S	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
٧	Veek: 1	0/29/12	11/04/12	-T	1	\$500.00	0.00						
2	4	10/31/12	2 10/31/12	M-F 9-10a	CM-AII	9-10a	W	:30	1	\$500.001	0.00 NM	1	\$500.00
				M-F 9-10a									
	NEW	SAT 9A		······································		····							
	<u>s</u>	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 1	0/29/12	11/04/12	W	1	\$500.00	0.00						
3	4	11/01/12	11/01/12	M-F 9-10a	CM-All	9-10a	T	:30	1	\$500.001	0.00 NM	1	\$500.00
				M-F 9-10a									
	NEW:	SAT 9A											
	<u>s</u>	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
٧	Veek: 1	0/29/12	11/04/12	T	1	\$500.00	0.00						



Flight Dates 10/30/12-11/06/12

Hiatus Dates Order Sep

<u>Original Date / Revision</u> 10/31/12/ 10/31/12

00:15:00

Advertiser Missouri PMCSA

Product MOPET

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len S	nots	Rate Pri	Rtg Type	Total	s Amount
4 4	11/02/	12 11/02/12	,	CM-All		F	:30	1	\$500.001	0.00 NM	opois 1	\$500.00
NFW:	SAT 9A		M-F 9-10a						,		·	4000.00
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating				,		
Week: 1		11/04/12	F	1	\$500.00	0.00						
5 4	11/06/	12 11/06/12	M-F 9-10a M-F 9-10a	CM-AII	9-10a	-T	:30	1	\$500.001	0.00 NM	1	\$500.00
	SAT 9A											
<u>S</u> Week: 1	tart Date	End Date 11/11/12	<u>Weekdays</u> -T	Spots/Week	Rate	Rating						
6 4	~~~		M-F 12p-1p	1 CM-AII	\$500.00 12-1p	0.00 -T	:30	1	\$500.001	0.00 NM	1	\$500.00
NOON			M-F 12-1p	21111111	·- · [#	•	.00	•	φυου.συ 1	U.UU INIVI	1	\$500.00
	NEWS	End Date	Weekdays	Spots/Week	Rate	Doting						
Week: 1		11/04/12	-T	<u>50015/4466K</u>	\$500.00	Rating 0.00						
7 4	10/31/	12 10/31/12	M-F 12p-1p	CM-AII	12-1p	W	:30	1	\$500.001	0.00 NM	1	\$500.00
лоои	NEWS		M-F 12-1p									
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		11/04/12	W	1	\$500.00	0.00						
8 4	11/01/1	12 11/01/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	T	:30	1	\$500.001	0.00 NM	1	\$500.00
NOON	NEWS		W-1 12-1p									
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				ĺ		
Week: 10		11/04/12	T M-F 12p-1p	1 CM-All	\$500.00	0.00	.00		<u> </u>			
		12 11106/12	M-F 12-1p	CIVI-XII	12-1p	F	:30	1	\$500.001	0.00 NM	1	\$500.00
	I NEWS	Fad Data	NAT L I									
<u>হা</u> Week: 10	tart Date 0/29/12	End Date 11/04/12	Weekdays F	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00						
10 4	11/05/1	2 11/05/12	M-F 12p-1p	CM-AII		M	:30	1	\$500.001	0.00 NM	1	\$500.00
NOON	NEWS		M-F 12-1p						•		·	4000.00
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week; 11	1/05/12	11/11/12	M	1	\$500.00	0.00				ļ		
11 4	10/30/1	2 10/30/12		CM-All	4-5p	-T	:30	1	\$375.002	0.00 NM	1	\$375.00
JUDGI	E JUDY		M-F 4-5p							ŀ		
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				l		
Week: 10		11/04/12 2 11/01/12	-T	1	\$375.00	0.00						
12 4	1 1/0 1/1	2 11/01/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	T	:30	1	\$375.002	0.00 NM	1	\$375.00
	E JUDY		•									
<u>St</u> Week: 10	art Date)/29/12	End Date 11/04/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$375.00	Rating				1		
13 4	······	2 10/30/12		CM-All		0.00 -T	:30	1	\$825.001	0.00 NM	1	\$825.00
እነመኒ <i>ስ</i> ረጥ			M-F 7-9a			•		,	4020,00 I	U.UU INIVI	ŧ	4020.00
NEWS Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Patina				1		
Week: 10		11/04/12	-T	<u> </u>	\$825.00	Rating 0.00			· · · · · · · · · · · · · · · · · · ·			
14 4	10/31/1	2 10/31/12		CM-All		W	:30	1	\$825.001	0.00 NM	1	\$825.00
NEWS			M-F 7-9a							ĺ		
										Į.		

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586911 Flight Dates 10/30/12-11/06/12 Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MOPET

₌n Ch		End	Inventory Cod			ime Days	_	oots	_	Rtg Type S	pots	Amount
14 4	10/31/1	2 10/31/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	W	:30	1	\$825.001	0.00 NM	1	\$825.0
NEV	vs		IVI-F /-9a									
į	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week:	10/29/12	11/04/12	W	1	+	0.00						
15 4	11/01/1	2 11/01/12		CM-All	7-9a	T	:30	1	\$825.001	0.00 NM	1	\$825.0
NEV	vs		M-F 7-9a									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/29/12	11/04/12	T	1		0.00						
16 4	11/02/1	2 11/02/12		CM-All	7-9a	F	:30	1	\$825.001	0.00 NM	1	\$825.0
NEV	iie		M-F 7-9a									
	vs Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/29/12	11/04/12	F	1		0.00						
17 4	11/05/1	2 11/05/12	M-F 7-9a	CM-All	7-9a	M	:30	1	\$825.001	0.00 NM	1	\$825.00
			M-F 7-9a									
NEW		= .B.	144 6 6		 ,	н.						
	<u>Start Date</u> 11/05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1		Rating 0.00						
18 4	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	2 11/06/12		CM-All	+	-T	:30	1	\$825.001	0.00 NM	1	\$825.0
10 4	11700/1	2 11/00/12	M-F 7-9a	Civi-Aii	1-3a		.50		φ025.00 T	0.00 14101	'	φ 0 20.0
NEV	VS											
•	Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
·····	11/05/12	11/11/12	-T		\$825.00	0.00						
20 4	11/04/1	2 11/04/12	•		530-6p	S	:30	1	\$375.001	0.00 NM	1	\$375.0
NΕV	/S		530-6p		(5:30 PM-6:0	io Pivi)						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/29/12	11/04/12	S	1	\$375.00	0.00						
21 4	10/30/1	2 10/30/12	M-F 9-10p	CM-All	•	-T	:30	1 \$	1,800.001	0.00 NM	1	\$1,800.0
EOV	NEWS AT 9	`	9-930p		(9:00 PM-9:3	0 PM)						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/29/12	11/04/12	-T		\$1,800.00	0.00						
22 4			M-F 9-10p		9-930p	W	:30	1 \$	1,800.001	0.00 NM	1	\$1,800.0
			9-930p		(9:00 PM-9:3	0 PM)			•			
	NEWS AT					·-						
_	Start Date		<u>Weekdays</u> W	Spots/Week		Rating				i		
23 4	10/29/12	11/04/12			\$1,800.00 9-930p	0.00	.20	4 0	4 000 00 4	0.00 NINA	4	#4 BAA A
23 4	11101/1	2 11/01/12	M-F 9-10p 9-930p	CIVI-A!I	9-930p (9:00 PM-9:3		:30	1 3	1,800.001	0.00 NM	1	\$1,800.0
FOX	NEWS AT	9	ОСССР		(0.00 / 111 0.0	,						
3	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week:	10/29/12	11/04/12	T	1	\$1,800.00	0.00						
24 4	11/02/1	2 11/02/12	M-F 9-10p	CM-All	9-930p	F	:30	1 \$	1,800.001	0.00 NM	1	\$1,800.0
ΕΟY	NEWS AT	a	9-930p		(9:00 PM-9:3	0 PM)						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/29/12	11/04/12	F		\$1,800.00	0.00						
Week:												
Week: 25 4	11/05/1	2 11/05/12	M-F 9-10p	CM-All	9-930p	M	:30	1 \$	1,800.001	0.00 NM	1	\$1,800.00



Flight Dates 10/30/12-11/06/12

Hiatus Dates

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Advertiser Missouri PMCSA

Product MOPET

25	4	11/05/1	2 11/05/12	M-F 9-10p		9- 9 30p	ime Days	Len S _i	-	\$1,800.001	Rtg Type S		Amount
				9-930p	0,,,,,,	(9:00 PM-9:3		.00	ļ	\$1,000.003	0.00 100	1	\$1,800.0
FC		EWS AT											
Wee	-	art <u>Date</u> /05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week	Rate \$1,800.00	Rating 0.00						
26	4	11/01/1	2 11/01/12	M-F 3-4p M-F 3-4p	CM-All		T	:30	2	\$150.002	0.00 NM	2	\$300.0
Wee	****	art <u>Date</u> 1/29/12	End Date 11/04/12	Weekdays	Spots/Week 2		Rating 0.00						
27	4	11/02/1	2 11/02/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	F	:30	2	\$150.002	0.00 NM	2	\$300.0
Wee		art <u>Date</u> /29/12	End Date 11/04/12	Weekdays F	Spots/Week 2		Rating 0.00						
28	4		2 11/05/12	M-F 3-4p	CM-All	3-4p	M	:30	1	\$150.002	0.00 NM	1	\$150.0
	k: 11	art <u>Date</u> /05/12	End Date 11/11/12	Weekdays M	Spots/Week 1		Rating 0.00						
29	4		2 11/01/12	M-F 3-4p	CM-Aii	3-4p	T	:30	1	\$375.002	0.00 NM	1	\$375.0
Weel		art <u>Date</u> /29/12	End Date 11/04/12	<u>Weekdays</u> T	Spots/Week 1		Rating 0.00						
30	4		2 11/02/12	M-F 3-4p M-F 3-4p	CM-All		F	:30	1	\$375.002	0.00 NM	1	\$375.0
Weel		rt <u>Date</u> /29/12	End Date 11/04/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
31	4	11/05/12	2 11/05/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	М	:30	1	\$375.002	0.00 NM	1	\$375.0
Weel		rt <u>Date</u> /05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
32	4		2 11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	S-	:30	4	\$800.001	0.00 NM	1	\$800.0
	k: 10/	rt <u>Date</u> /29/12	End Date 11/04/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
13	4		2 11/04/12	Su 7-9a		Su 7-9a	S	:30	1	\$800.001	0.00 NM	1	\$800.0
Week		<u>rt Date</u> /29/12	End Date 11/04/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
4	4	11/04/12	11/04/12	Su 10p Sports Bl Su 10p Sports S		Su 10-1035p	S	:30	1 :	\$1,000.001	0.00 NM	1	\$1,000.00
		29/12	End Date 11/04/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
5	4		11/05/12	Monday Prime B FOX Prime Mond		8p-9p	M	:30	1 :	\$1,800.002	0.00 NM	1	\$1,800.00
Neek			End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$1,800.00	Rating 0.00			,			
*******	4			X Factor Thursda FOX X Factor	y CM-All	***	T	:30	1 :	\$3,000.001	0.00 NM	1	\$3,000.00
Veek			End Date 11/04/12	<u>Weekdays</u> T	Spots/Week	Rate \$3,000.00	Rating 0.00					•	
7	4	***********		Friday Prime A FOX Prime Frida	CM-Ail	···	F	:30	1 5	\$1,000.002	0.00 NM	1	\$1,000.00



Flight Dates 10/30/12-11/06/12

Hiatus Dates

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Advertiser Missouri PMCSA

Product MOPET

Estimate # C30N06

Print Date: 10/31/12

<u>L</u> n	Ch	Start	End	Inventory Code	Break	Start/End 1	Time Days	Len S	Spots	Rate Pri	Rtg Type S	Tota Spots	als Amount
37	4	11/02/1	2 11/02/12	Friday Prime A FOX Prime Friday	CM-Ali y 7-8p	7p-8p	F	:30	1	\$1,000.002	0.00 NM	1	\$1,000.00
We	<u>Sta</u> ek: 10.	art <u>Date</u> /29/12	End Date 11/04/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
38	4	11/02/1	2 11/02/12	Friday Prime B FOX Prime Friday	CM-All 8-9p	8p-9p	F	:30	1	\$1,000.002	0.00 NM	1	\$1,000.00
	Sta ek: 10	nt <u>Date</u> /29/12	End Date 11/04/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$1,000.00	Rating 0.00						
N 39	4	11/02/1:	2 11/02/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	F	:30	1	\$2,160.003	0.00 NM	1	\$2,160.00
We	<u>Sta</u> ek: 10/	rt <u>Date</u> 29/12	End Date 11/04/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$2,160.00	Rating 0.00						
N 40	4	11/05/1:	2 11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M	:30	1	\$2,155.002	0.00 NM	1	\$2,155.00
We	<u>Sta</u> ek: 11/	rt <u>Date</u> 05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$2,155.00	Rating 0.00						
N 41	4	11/05/12	2 11/05/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	M	:30	1	\$2,160.002	0.00 NM	1	\$2,160.00
We	<u>Sta</u> ek: 11/	rt <u>Date</u> 05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$2,160.00	Rating 0.00						
***************************************									or Charles		Totals	40 e	27 925 00

Totals 42 \$37,825.00

Print Date 10/30/12

00:15:00

C30N06

Cash

A35+

Billing Calendar BROADCAST

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GENERAL

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POL

Flight Dates 10/30/12-11/06/12

Contract / Revision 586911 /

Product MOPET

Original Date / Revision

10/30/12 10/30/12

Agency Com 15%

Billing Contact

Advertiser Missouri PMCSA

814 King Street Suite 400

Alexandria, VA 22314

Agency Smart Media Group LLC

Buying Contact

Sales Office DC-M
Sales Region NAT

814 King Street Suite 400 Alexandria, VA 22314

Agency Ref

Rev Codes SP-POL ISS

Product Codes PL2C Priority 2

Advertiser Ref

Order Sep

Estimate #

Alt Order #

Billing Type

Order Type

Billing Cycle

Demographic

Primary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date

Dan Driscoll 100%

Order Share 25% Market Value 125400

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	31350
KCWE	%	0
KMBC	25%	31350
KMCI	%	0
KPXE	%	0
KSHB	25%	31350
KSMO	%	0

Order Totals Billing Plan Net Amount Gross Amount Month # of Spots Rating Start Date End Date # Spots Net Amount Gross Amount November 2012 \$26,647.50 \$31,350.00 0.00 10/29/12 11/06/12 \$26,647.50 \$31,350.00 39 39 Totals 39 \$26,647.50 \$31,350.00 0.00

													Tota	ls
_1	_n	Ch	Start	End	Inventory Code	Break	Start/End *	Гime Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
	1	4	10/30/12	10/30/12	M-F 9-10a	CM-All	9-10a	-T	:30) 1	\$500.001	0.00 NM	1	\$500.00
					M-F 9-10a									
	1	NEWS !	AT 9A											
		Sta	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	We	ek: 10/	29/12	11/04/12	-T	1	\$500.00	0.00						
	2	4	10/31/12	10/31/12	M-F 9-10a	CM-All	9-10a	W	:30) 1	\$500.001	0.00 NM	1	\$500.00
					M-F 9-10a			•						
	1	NEWS,	AT 9A						-					
		Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	We	ek: 10/	29/12	11/04/12	W	1	\$500.00	0.00						
	3	4	11/01/12	11/01/12	M-F 9-10a	CM-All	9-10a	T	:30	1	\$500.001	0.00 NM	1	\$500.00
					M-F 9-10a									
	1	NEWS A	AT 9A											
		<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	We	ek: 10/	29/12	11/04/12	T	1	\$500.00	0.00						



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<u>Hiatus Dates</u>

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Product MOPET

A A	44/00/4	2 44/02/42	M-F 9-10a	CM-All	0.10=	F	20	4	\$500.001	0.00 505		0500.0
4 4	11/02/1	2 17/02/12	M-F 9-10a M-F 9-10a	CW-AII	9-10a		:30	1	\$500.001	0.00 NM	1	\$500.0
NEWS.	AT 9A											
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	M-F 9-10a	1 CM-All	\$500.00	0.00 -T	:30	1	\$500.001	0.00 NM	1	\$500.0
J 4	1770071	2 11100112	M-F 9-10a	CIVITAII	3-10a	-,	.50	•	\$300.00 1	0.00 14141	,	φ500.0
NEWS.	AT 9A											
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	-T M-F 12p-1p	1 CM-AII	\$500.00	0.00 -T	:30	1	\$500.001	0.00 NM	1	\$500.0
0 4	10/30/1	2 10/30/12	M-F 12-1p	CIVI-AII	12-1P	-1	:30	1	1 00.000¢	U.UU INIVI	1	0.000
NOON	NEWS		· · · · · · · · · · · · · · · · · · ·									
	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	***	11/04/12	-T	1	\$500.00	0.00			0500.004	0.00.1111		# 500.0
7 4	10/31/1	2 10/31/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	W	:30	1	\$500.001	0.00 NM	1	\$500.0
NOON	NEWS		W-1 12-1P									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	W	1	\$500.00	0.00						
8 4	11/01/1	2 11/01/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	T	:30	1	\$500.001	0.00 NM	1	\$500.0
NOON	NEWS		1V1-1" 12-1p							ľ		
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	T	1	\$500.00	0.00						
9 4	11/02/1	2 11/02/12	M-F 12p-1p	CM-All	12-1p	F	:30	1	\$500.001	0.00 NM	1	\$500.0
NOON	NEWS		M-F 12-1p									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	Fr	. 1	\$500.00	0.00						
10 4	11/05/1	2 11/05/12	M-F 12p-1p	CM-AII	12-1p	M	:30	1	\$500.001	0.00 NM	1	\$500.0
NOON	NEWS		M-F 12-1p									
	irt Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 11/	05/12	11/11/12	M	1	\$500.00	0.00						
11 4	10/30/1	2 10/30/12	•	CM-All	4-5p	-T	:30	1	\$375.002	0.00 NM	1	\$375.0
JUDGE	JUDY		M-F 4-5p							ĺ		
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		11/04/12	~T~~-~	1		0.00						
12 4	11/01/1	2 11/01/12	,	CM-All	4-5p	T	:30	1	\$375.002	0.00 NM	1	\$375.0
HIDOE	HIDV		M-F 4-5p									
JUDGE Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	T	1	\$375.00	0.00				į		
13 4	10/30/1	2 10/30/12	M-F 7-9a	CM-AII	7- 9 a	-T	:30	1	\$825.001	0.00 NM	1	\$825.0
\$ IT 1 2 7 C			M-F 7-9a							j		
NEWS Sta	ırt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
<u>عند</u> Week: 10		11/04/12	-T	Spots/vveek 1		0.00						
14 4		2 10/31/12		CM-All		W	:30	1	\$825.001	0.00 NM	1	\$825.0
:	10,011			Q471 7 III	, ou	**	.00	•	9020.00 i	0.00 (1111)		4020.0



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Contract / Revision

586911 Flight Dates 10/30/12-11/06/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 10/30/12/ 10/30/12

<u>Order Sep</u> 00:15:00

Advertiser Missouri PMCSA

Product MOPET

n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Total Spots	Amount
14 4	10/31/1	2 10/31/12	M-F 7-9a	CM-All	7-9a	W	:30	1	\$825.001	0.00 NM	1	\$825.0
NEWS	8		M-F 7-9a									
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	0/29/12	11/04/12	W	1		0.00						
15 4	11/01/1	2 11/01/12		CM-All	7-9a	T	:30	1	\$825.001	0.00 NM	1	\$825.0
NEWS	,		M-F 7-9a									
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	T	1		0.00						
16 4	11/02/1	2 11/02/12	M-F 7-9a	CM-All	7-9a	~ ~ ~ ~ ~ ~ ~ ~ ~	:30	1	\$825.001	0.00 NM	1	\$825.0
			M-F 7-9a									
NEWS		m 1 m 1			- .	-						
St Week: 10	tart Date	End Date 11/04/12	<u>Weekdays</u> F	Spots/Week 1		Rating 0.00						
17 4		2 11/05/12		CM-All		M	:30	1	\$825.001	0.00 NM	1	\$825.0
11 4	1170071	2 11/00/12	M-F 7-9a	OWITH	1-56	1-4	,50	,	ψ020.00 i	0.00 14101	,	Ψ02.0.0
NEWS	3											
	art Date	End Date	Weekdays	Spots/Week		Rating						
Week: 11		11/11/12	M	1		0.00						
18 4	11/06/1	2 11/06/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-T	:30	1	\$825.001	0.00 NM	1	\$825.0
NEWS	3		W-r 1-5a									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11	1/05/12	11/11/12	-T	1	\$825.00	0.00						
20 4	11/04/1	2 11/04/12	•	CM-Ali	530-6p	S	:30	1	\$375.001	0.00 NM	1	\$375.0
NEWS	:		530-6p		(5:30 PM-6:	:00 PM)						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	S	1		0.00						
21 4	10/30/1	2 10/30/12	M-F 9-10p	CM-All	9-930p	- 1	:30	1	\$1,800.001	0.00 NM	1	\$1,800.0
		_	9-930p		(9:00 PM-9:	30 PM)						
	IEWS AT 9		Mandadaya	Constanting to	Data	D-M						
<u>ان م</u> Week: 10	art Date 1/29/12	End Date 11/04/12	<u>Weekdays</u> -T	Spots/Week	Rate \$1,800.00	Rating 0.00					ľ	
22 4		2 10/31/12			9-930p	W	:30	1 :	\$1,800.001	0.00 NM	1	\$1,800.0
			9-930p	4	(9:00 PM-9:		/	•	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	0,00	•	4 1,0001
FOX N	IEWS AT 9											
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10 23 4		11/04/12	W		\$1,800.00	0.00	.00	4	64 600 00 4	0.00 NA4		64 000 /
23 4	11/01/1	2 11/01/12	9-930p	CIVI-AII	9-930p (9:00 PM-9:	T 30 PM)	:30		\$1,800.001	0.00 NM	1	\$1,800.0
FOX N	IEWS AT 9)	0 000p		(0.00) 111 0.							
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		11/04/12	T		\$1,800.00	0.00						.,
24 4	11/02/1	2 11/02/12	•	CM-AII	9-930p	F	:30	1 :	\$1,800.001	0.00 NM	1	\$1,800.0
FOX N	IEWS AT 9	ì	9-930p		(9:00 PM-9:	30 PM)				:		
		End Date		Spots/Week	Rate	Rating						
317		11/04/12	F		\$1,800.00	0.00				•		
<u>اد .</u> Week: 10												
		2 11/05/12	M-F 9-10p	CM-All	9-930p	М	:30	1	\$1,800.001	0.00 NM	1	\$1,800.0

Contract / Revision

Print Date: 10/30/12

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586911 Flight Dates 10/30/12-11/06/12 Hiatus Dates

<u>Original Date / Revision</u> 10/30/12/ 10/30/12 <u>Order Sep</u> 00:15:00

Advertiser Missouri PMCSA Product MOPET Estimate # C30N06

												Tota	s
Ln (Start	End	Inventory Code		Start/End T		Len S		Rate Pri			Amount
25	4	11/05/1	2 11/05/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:3	M 0 PM)	:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
F	OX N	EWS AT 9)	9-900p		(0.001 101-0.0	01101)						
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
		/05/12	11/11/12	M		\$1,800.00	0.00	.20		6450.000	0.00 NM	2	ድንበር በር
N 26	4	11/01/1.	2 11/01/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	T	:30	2	\$150.002	U.UU PAIVI	2	\$300.00
Ma		art <u>Date</u> /29/12	End Date	<u>Weekdays</u> T	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00						
N 27	4		11/04/12 2 11/02/12		CM-All		0.00	:30	2	\$150.002	0.00 NM	2	\$300.00
	•	(() ()	- 11100,14	M-F 3-4p	0.0.7	۹, ۲	·	,,,,	_	ψ100100 			*******
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
N 28	ek: 10 4	/29/12	11/04/12 2 11/05/12	M-F 3-4p	2 CM-All		0.00 M	:30	1	\$150.002	0.00 NM	1	\$150.00
NZO	4	11/05/1/	2 (1/03/12	M-F 3-4p	OWITA	3-4p	[4] — — —	.50	•	\$100.00 Z	0.00 14191	'	φ150.00
	_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
		/05/12	11/11/12	M	1	\$150.00	0.00						
N 29	4	11/01/12	2 11/01/12	M-F 3-4p M-F 3-4p	CM-AII	3-4p	T	:30	1	\$375.002	0.00 NM	1	\$375.00
187-		art Date	End Date	Weekdays	Spots/Week	Rate	Rating				:		
N 30	ek: 10 4	/29/12	11/04/12 2 11/02/12	Т М-F 3-4р	1 CM-All	\$375.00	0.00 F	:30	1	\$375.002	0.00 NM	1	\$375.00
14.20	4	11/02/1	2 11/02/12	M-F 3-4p	CIVI-AII	3-4 µ		.30	1	φ373.00 Z	U.QU TAIVI	'	\$373.00
Wee	-	art <u>Date</u> /29/12	End Date 11/04/12	Weekdays F	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
N 31	4	11/05/1	2 11/05/12	M-F 3-4p M-F 3-4p	CM-AII	3-4p	M	:30	1	\$375.002	0.00 NM	1	\$375.00
		art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
		/05/12	11/11/12	M	1	*	0.00			2000 00 4	0.00.104		****
N 32	4	11/03/1	2 11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	S-	:30	1	\$800.001	0.00 NM	1	\$800.00
Mo		art <u>Date</u> /29/12	End Date 11/04/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
N 33	4		2 11/04/12			Su 7-9a	S	:30	1	\$800.001	0.00 NM	1	\$800.00
	•	1 1/4 11 11		Su 7-9a	•		_		·	************	5.55	,	*******
	-	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
		/29/12	11/04/12	S	1		0.00	-20		£4.000.00.4	0.00 NA	4	61 000 00
N 34	4	11/04/12		Su 10p Sports BE Su 10p Sports SI		Su 10-1035p		:30	7	\$1,000.001	0.00 NM	1	\$1,000.00
Mο		art <u>Date</u> /29/12	End Date 11/04/12	Weekdays	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
N 35	4		2 11/05/12		CM-All		M	:30	1	\$1,800.002	0.00 NM	1	\$1,800.00
	•		••	FOX Prime Mond		-11-				, . ,			, , , , , , , , , , , , , , , , , , , ,
Wee		art Date /05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$1,800.00	Rating 0.00			~			
N 36	4	11/01/1:	2 11/01/12	X Factor Thursda FOX X Factor	y CM-All	7-9p (7:00 PM-8:0	T 0 PM)	:30	1	\$3,000.001	0.00 NM	1	\$3,000.00
* F-/	Sta	art Date	End Date	Weekdays	Spots/Week	-	Rating					····	
		/29/12	11/04/12	T		\$3,000.00	0.00						
N 37	4	11/02/1	2 11/02/12	Friday Prime A FOX Prime Frida	CM-All y 7-8p	7p-8p	F	:30	1	\$1,000.002	0.00 NM	1	\$1,000.00



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586911 Flight Dates 10/30/12-11/06/12 **Hiatus Dates**

Original Date / Revision 10/30/12/ 10/30/12

<u>Order Sep</u> 00:15:00

Advertiser Missouri PMCSA

Product MOPET

Estimate # C30N06

Ln C	h	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	ls Amount
N 37	4	11/02/12	11/02/12	Friday Prime A FOX Prime Frida	CM-All	7p-8p		:30	1	\$1,000.002	0.00 NM	1	\$1,000.00
Weel	<u>Start</u> k: 10/2		End Date 11/04/12	Weekdays	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00						
N 38	4	11/02/12	11/02/12	Friday Prime B FOX Prime Frida	CM-All y 8-9p	8p-9p	~ ~ ~ - ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	:30	1	\$1,000.002	0.00 NM	1	\$1,000.00
Weel	<u>Star</u> k: 10/2		End Date 11/04/12	Weekdays F	Spots/Week 1	Rate \$1,000.00	Rating 0.00						

Totals 39 \$31,350.00



ORDER

Print Date 10/29/12 Page 1 of 4

POL

Flight Dates 10/30/12-11/06/12

Product

Order Sep 00:15:00

586911 / Contract / Revision

Estimate # C30N06

Original Date / Revision

MOPET

Alt Order # 09853278

Billing Type Cash

10/29/12

Agency Com 15% **Billing Contact**

Order Type **GENERAL**

EOM/EOC

Advertiser Missouri PMCSA

814 King Street Suite 400

Billing Cycle

Billing Calendar BROADCAST

SP-POL ISS

A35+

Demographic Alexandria, VA 22314

Agency Smart Media Group LLC **Buying Contact**

Rev Codes

Sales Office DC-M

Sales Region NAT

Product Codes PL2C **Priority** 2

814 King Street Suite 400

Agency Ref

Advertiser Ref

Alexandria, VA 22314

Primary Account Executive Dan Driscoll

Account Executive Order% Start Date End Date Dan Driscoll 100%

10/29/12

Order Share 25% Market Value 80300

Competing Station		Amount
KCPT	%	0
KCTV	25%	20075
KCWE	%	0
KMBC	25%	20075
KMCI	%	0
KPXE	%	0
KSHB	25%	20075
KSMO	%	0

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots **Net Amount Gross Amount** November 2012 \$17,063.75 24 \$20.075.00 0.00 10/29/12 11/06/12 24 \$17,063.75 \$20,075.00 Totals 24 \$17,063.75 \$20,075.00 0.00

												Tota	als
Ln (Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	4	10/30/12	10/30/12	M-F 9-10a	CM-All	9-10a	-T	:30	1	\$500.001	0.00 NM	1	\$500.00
				M-F 9-10a									
N	EWS/	AT 9A											
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Wee	ek: 10/	29/12	11/04/12	-T	. 1	\$500.00	0.00						
Ξ 2	4	10/31/12	10/31/12	M-F 9-10a	CM-AII	9-10a	W	:30	1	\$500.001	0.00 NM	1	\$500.00
				M-F 9-10a									*******
N	EWS/	AT 9A		~~~		~~							~~
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				i		
Wee	k: 10/	29/12	11/04/12	W	1	\$500.00	0.00						
3	4	11/01/12	11/01/12	M-F 9-10a	CM-Ail	9-10a	T	:30	1	\$500.001	0.00 NM	1	\$500.00
				M-F 9-10a									¥
N	EWS/	AT 9A											
	Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Wee	k: 10/	29/12	11/04/12	T	1	\$500.00	0.00						



Flight Dates 10/30/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 10/29/12/ 10/29/12

Order Sep 00:15:00

Print Date: 10/29/12

Advertiser Missouri PMCSA

Product MOPET

Ln Ch Start	End	Inventory Cod		Start/End	·	Len Sp	/U13		Rtg Type S	pots	Amount
Ξ 4 4 11/02/1	2 11/02/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	F	:30	1	\$500.001	0.00 NM	1	\$500.00
NEWS AT 9A		5 .00							1		
Start Date Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> F	Spots/Week		Rating						
		M-F 9-10a	CM-All	\$500.00 9-10a	0.00 T	:30	1	\$500.001	0.00 NM	1	\$500.0
	_ ,,	M-F 9-10a	011.71	0 100	'	.00	1	ψοσο.σο ι	0.00 NW	ı	\$300.0
NEWS AT 9A	End Data	Mantalava	Constantition - to	Dete	Detten						
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
6 4 10/30/1	2 10/30/12	M-F 12p-1p	CM-AII		-T	:30	1	\$500.001	0.00 NM	1	\$500.0
NOON NEWS		M-F 12-1p									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	-T	1	\$500.00	0.00						
E 7 4 10/31/1	2 10/31/12	M-F 12p-1p	CM-AII	12-1p	W	:30	1	\$500.001	0.00 NM	1	\$500.00
NOON NEWS		M-F 12-1p									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	W	1	\$500.00	0.00			******			
E 8 4 11/01/1.	2 11/01/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	T	:30	1	\$500.001	0.00 NM	1	\$500.00
NOON NEWS		W-1 12-1p									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29/12 9 4 11/02/1	11/04/12	T	1	\$500.00	0.00		·····				
. 9 4 11/02/1.	2 11/02/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	F	:30	1	\$ 5 00.001	0.00 NM	1	\$500.00
NOON NEWS		·									
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
		M-F 12p-1p	CM-All		M	:30	1	\$500.001	0.00 NM	1	\$500.00
		M-F 12-1p	•	,	**1	.00		ψ000.00 1	0.00 14101	ţ	\$500.00
NOON NEWS	End Data	Moderate	Consta Miles et	Data	Data.						
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$500.00	<u>Rating</u> 0.00						
E 11 4 10/30/1	2 10/30/12	M-F 4-5p	CM-All		-T	:30	1	\$375.002	0.00 NM	1	\$375.00
JUDGE JUDY		M-F 4-5p									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				l		
Week: 10/29/12	11/04/12	-T	1	\$375.00	0.00						
E 12 4 11/01/1:	2 11/01/12	•	CM-All	4-5p	T	:30	1	\$375.002	0.00 NM	1	\$375.00
JUDGE JUDY		M-F 4-5p									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/29/12	11/04/12	T	1	\$375.00	0.00						
E 13 4 10/30/12	2 10/30/12		CM-AII	7-9a	-T	:30	1	\$825.001	0.00 NM	1	\$825.00
NEWS		M-F 7-9a									
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29/12	11/04/12	-T	1	\$825.00	0.00					*······	*
14 4 10/31/12	2 10/31/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	W	:30	1	\$825,001	0.00 NM	1	\$825.00
NEWS		with 1-5d									



Flight Dates 10/30/12-11/06/12

Hiatus Dates

<u>Original Date / Revision</u> 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MOPET

Ln Ch Start End E14 4 10/31/12 10/3			A	Time Days		***********		Rtg Type S		Amount
- 14 4 10/31/12 10/3	M-F 7-9a	CM-All	7-9a	W	:30	1	\$825.001	0.00 NM	1	\$825.0
NEWS										
Start Date End D		Spots/Week		Rating						
Week: 10/29/12 11/04/ 15 4 11/01/12 11/0		1	+	0.00						
-13 4 11/01/12 11/0	M-F 7-9a	CM-All	7- 9 a	T	:30	1	\$825.001	0.00 NM	1	\$825.0
NEWS										
Start Date End D		Spots/Week		Rating						
Week: 10/29/12 11/04/ = 16 4 11/02/12 11/0		1	7020.00	0.00						
-10 4 11/02/12 11/0.	M-F 7-9a	CM-All	7- 9 a	F	:30	1	\$825.001	0.00 NM	1	\$825.0
NEWS										
Start Date End D		Spots/Week		Rating				1		
Week: 10/29/12 11/04/	***************************************	1		0.00			***************************************			
E 17 4 11/05/12 11/05	/12 M-F 7-9a M-F 7-9a	CM-All	7-9a	M	:30	1	\$825.001	0.00 NM	1	\$825.00
NEWS	101 1 Ou									
Start Date End D	***************************************	Spots/Week	***************************************	Rating						
Week: 11/05/12 11/11/		1		0.00						
E 18 4 11/06/12 11/06	/12 M-F 7-9a M-F 7-9a	CM-All	7-9a	-T	:30	1	\$825.001	0.00 NM	1	\$825.00
NEWS	10F1 1-9g									
Start Date End D		Spots/Week	Rate	Rating						
Week: 11/05/12 11/11/		1	7	0.00						
E 20 4 11/04/12 11/04	/12 Su 5-6p 530-6p		530-6p	S	:30	1	\$375.001	0.00 NM	1	\$375.00
NEWS	550 - 0p		(5:30 PM-6:0	JU PIVI)						
Start Date End D	ate <u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/29/12 11/04/		1	\$375.00	0.00	~~~					
21 4 10/30/12 10/30	•		9-930p	-T	:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
FOX NEWS AT 9	9-930p		(9:00 PM-9:0	SU PIVI)						
Start Date End D	<u>ite Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/29/12 11/04/			\$1,800.00	0.00						
22 4 10/31/12 10/31	/12 M-F 9-10p		9-930p	W	:30	1 :	\$1,800.001	0.00 NM	1	\$1,800.00
FOX NEWS AT 9	9-930p		(9:00 PM-9:3	30 PIVI)						
Start Date End D	te Weekdays	Spots/Week	Rate	Rating				1		
Week: 10/29/12 11/04/	2W		\$1,800.00	0.00						
23 4 11/01/12 11/01	•		9-930p	T	:30	1 :	\$1,800.001	0.00 NM	1	\$1,800.00
FOX NEWS AT 9	9-930p		(9:00 PM-9:3	80 PM)				-		
Start Date End D	ite Weekdays	Spots/Week	Rate	Rating				1		
Week: 10/29/12 11/04/			\$1,800.00	0.00						
24 4 11/02/12 11/02	•		9-930p	F	:30	1 5	\$1,800.001	0.00 NM	1	\$1,800.00
FOX NEWS AT 9	9-930p		(9:00 PM-9:3	60 PM)				Ī		
Start Date End Date	ite Weekdays	Spots/Week	Rate	Rating						
Week: 10/29/12 11/04/			\$1,800.00	0.00						
25 4 11/05/12 11/05	•		9-930p	M	:30	1 5	\$1,800.001	0.00 NM	1	\$1,800.00
	9-930p		(9:00 PM-9:3					1		



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586911

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MOPET

Estimate # C30N06

Ln Ch Start En		Break	Start/End Tim	e Days	Len Spots	Rate Pri		Amount
E 25 4 11/05/12 11/05	05/12 M-F 9-10p 9-930p		9-930p (9:00 PM-9:30 l	M PM)	:30 1	\$1,800.001	0.00 NM	\$1,800.00
<u>Start Date</u> <u>End</u> Week: 11/05/12 11/1		Spots/Week 1	<u>Rate</u> <u>[</u> \$1,800.00	Rating 0.00				

Totals 24 \$20,075.00